

PACKAGING in PLASTICS

**CELLUPLASTICS,
INC.**

a subsidiary of
**BROCKWAY
GLASS CO., INC.**



Your Guide for the Most Complete Stock Line of Plastic Vials and Jars

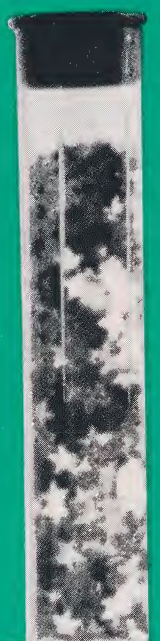


TABLE OF CONTENTS

	Page
Stock Molded Vials Shoulder Finish.....	1
Stock Molded Vials Threaded Finish.....	2
Stock Molded Vials Beaded Finish.....	3
Stock Molded Finish Specialties.....	3
Stock Molded Jars.....	4
Printing and Decorating.....	5
Extruded Flexible Vials Straight or Threaded Finish.....	6
Extruded Flexible Vials Closures.....	7
Stock Butyrate Tubing Self Fabricating.....	7
Stock Specialty Containers Tubes-Sleeves-Brush Caps-Special Vials.....	8 & 9

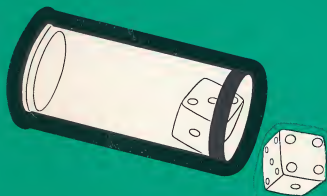
UGLY PILLS DON'T HAVE TO LOOK UGLY!

They're sales appealing in handsome Celluplastics Vials. Here, product and container were joined to make a successful, profitable novelty.

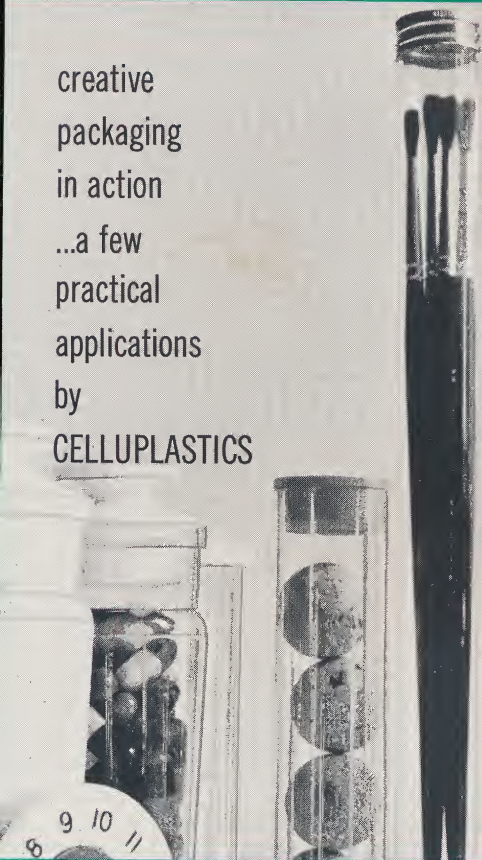


LOAD-PROOF DICE

Las Vegas gamblers trust Celluplastics containers. At casinos along The Strip, new dice come factory-sealed in our plastic vials. Does it make gamblers luckier? No, just confident.



creative
packaging
in action
...a few
practical
applications
by
CELLUPLASTICS

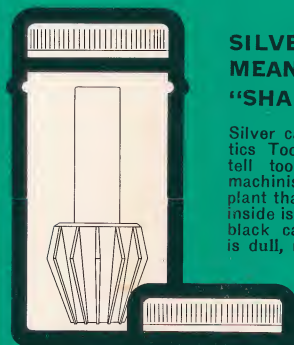


ROLL-ON BUTTER

Another packaging idea that Celluplastics made a reality. Push at one end, seasoned butter comes out the other. Rub on a sizzling steak or slice off in pats. Most exciting thing that's happened to the higher priced spread in years.

NOBODY LIKES A RUSTY JAVELIN

How do you keep a 9-foot javelin true and free of rust? Put it in a 9-foot Celluplastics vial. We recently packaged some for an Olympics-bound javelin thrower. Bring us your javelins anytime.



SILVER CAP MEANS "SHARP TAP"

Silver caps on Celluplastics Tool Bit Containers tell toolroom men and machinists at a spacecraft plant that the cutting tool inside is sharp. Auxiliary, black caps indicate tool is dull, needs sharpened.

ONE-MAN HOSPITAL

A combination of Celluplastics' versatility and the customer's ingenuity produced this antiseptic applicator. Pliable plastic sleeve contains glass ampule that releases medication into cotton swab. Another low cost, packaging success.



GOT A HOT PRODUCT IDEA...

but no existing package with which to merchandise it. Put our Design Services Department to work. We'll help you create a functional, economical package of plastic.

The solutions to unusual packaging problems represented on this page are reproductions of advertisements used by Celluplastics, Inc. in various trade publications.

Why Celluplastics Vials and J

Celluplastics Plastic Products have helped users . . . showed them how to save or are some of the values available through

- World's largest inventory for vials and prompt delivery with no tooling cost.
- Economical containers that feature versatility and transparency.
- Plastic containers that can be shaped to a product's unique configuration.
- Shipments cost less with lightweight containers yet contents continue to be protected from temperature extremes.
- Printing and decorating is low in cost, bright and register-perfect Celluplastics gives you a strong competitive edge . . . assures you that we help you merchandise your products.

Look to Celluplastics for the container that can improve your packaging.

CELLUPLASTICS, INC.
277 Park Ave., New York, N. Y. 10017



Why Celluplastics Vials and Jars?

Celluplastics Plastic Products have helped countless package users . . . showed them how to save or make more money. Here are some of the values available through Celluplastics . . .

- World's largest inventory for vial and jar moulds assures prompt delivery with no tooling charges.
- Economical containers that feature strength, durability, versatility and transparency.
- Plastic containers that can be adapted to virtually any product's unique configuration.
- Shipments cost less with lightweight plastic containers . . . yet contents continue to be protected from rough handling and temperature extremes.
- Printing and decorating is low in cost. In the marketplace, bright and register-perfect Celluplastic labelling provides a strong competitive edge . . . assures package recognition that helps you merchandise your product.

Look to Celluplastics for the container and design service that can improve your packaging.

CELLUPLASTICS, INC.
277 Park Ave., New York, N. Y. 10017



A Subsidiary of
BROCKWAY GLASS
COMPANY, INCORPORATED

TABLE OF CONTENTS

	Page
Stock Molded Vials Shoulder Finish	1
Stock Molded Vials Threaded Finish	2
Stock Molded Vials Beaded Finish	3
Stock Molded Finish Specialties	3
Stock Molded Jars	4
Printing and Decorating	5
Extruded Flexible Vials Straight or Threaded Finish	6
Extruded Flexible Vials Closures	7
Stock Butyrate Tubing Self Fabricating	7
Stock Specialty Containers Tubes-Sleeves-Brush Caps-Special Vials	8 & 9

CELLUPLASTICS

Inc.

Manufacturers of *Clearite* Plastic Containers

277 PARK AVENUE • NEW YORK, NEW YORK 10017

Telephone 826-5000

Area Code 212

August 1, 1966

Mr. T. Nelson
Box 1546
Poughkeepsie, N. Y. 12603

Dear Mr. Nelson:

We are quite pleased that our ad about plastic vials in the recent issue of "ELECTRONIC PRODUCTS" caught your eye.

Enclosed you will find PACKAGING IN PLASTICS, our new brochure, which lists most of the stock plastic vials, jars and tubes as well as many other specialty plastic packages in our line. We feel sure that from among this varied line you will find a container best suited for your packaging needs.

If you would like samples of any particular container, or if you have any packaging questions we suggest you direct your inquiry to the office listed below. They handle the sales of Celluplastics packaging in your area and we know they would be very happy to be of service to you.

Thank you for your interest and we shall look forward to hearing from you in the near future.

Very truly yours,

CELLUPLASTICS, INC.

J. F. Spano

J. F. Spano
Product Manager

JFS/sjh
enc.

cc: Brockway Glass Co., Inc.
1616 Hopmeadow Street
Simsbury, Conn. 06070

SUBSIDIARY OF
BROCKWAY GLASS CO., INC.
BROCKWAY, PENNSYLVANIA

Crystal clear, injection molded polystyrene Celluplastics Vials satisfy many packaging needs. Shoulder-finish neck accommodates the economical polyethylene slipover cap. On special order, all vials and closures are available in rich colors. Shoulder Vials also available in clear, rubber-like butyrate for special uses.

STOCK MOLDED VIALS

SHOULDER FINISH

$\frac{3}{8}$ "
DIAMETER



$\frac{3}{4}$ " $1\frac{1}{4}$ " $1\frac{5}{8}$ " 2" 3"

$\frac{1}{2}$ "
DIAMETER



$1\frac{5}{8}$ " $1\frac{1}{4}$ " 2" 3" $3\frac{5}{8}$ "

$\frac{5}{8}$ "
DIAMETER



2" 2" $3\frac{5}{8}$ "

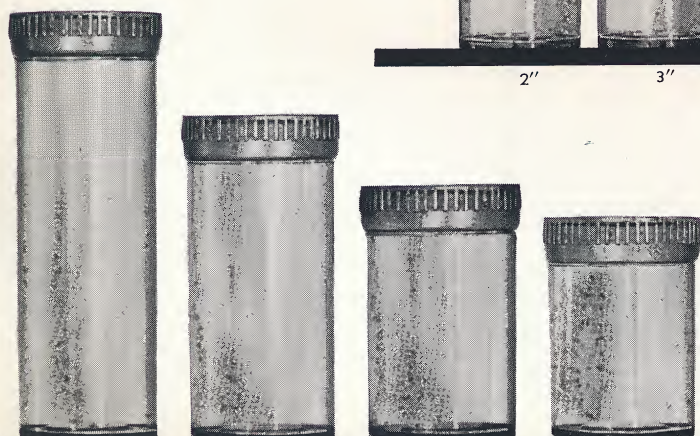
$\frac{3}{4}$ "
DIAMETER

1"
DIAMETER



2" 3" $3\frac{1}{2}$ " 4"

$1\frac{1}{4}$ "
DIAMETER



4" 3" 2" $1\frac{1}{4}$ "



As illustrated in above drawing, Celluplastics Shoulder Finish Vials are specially designed for friction-fit caps. Caps fit flush against shoulder on vials.

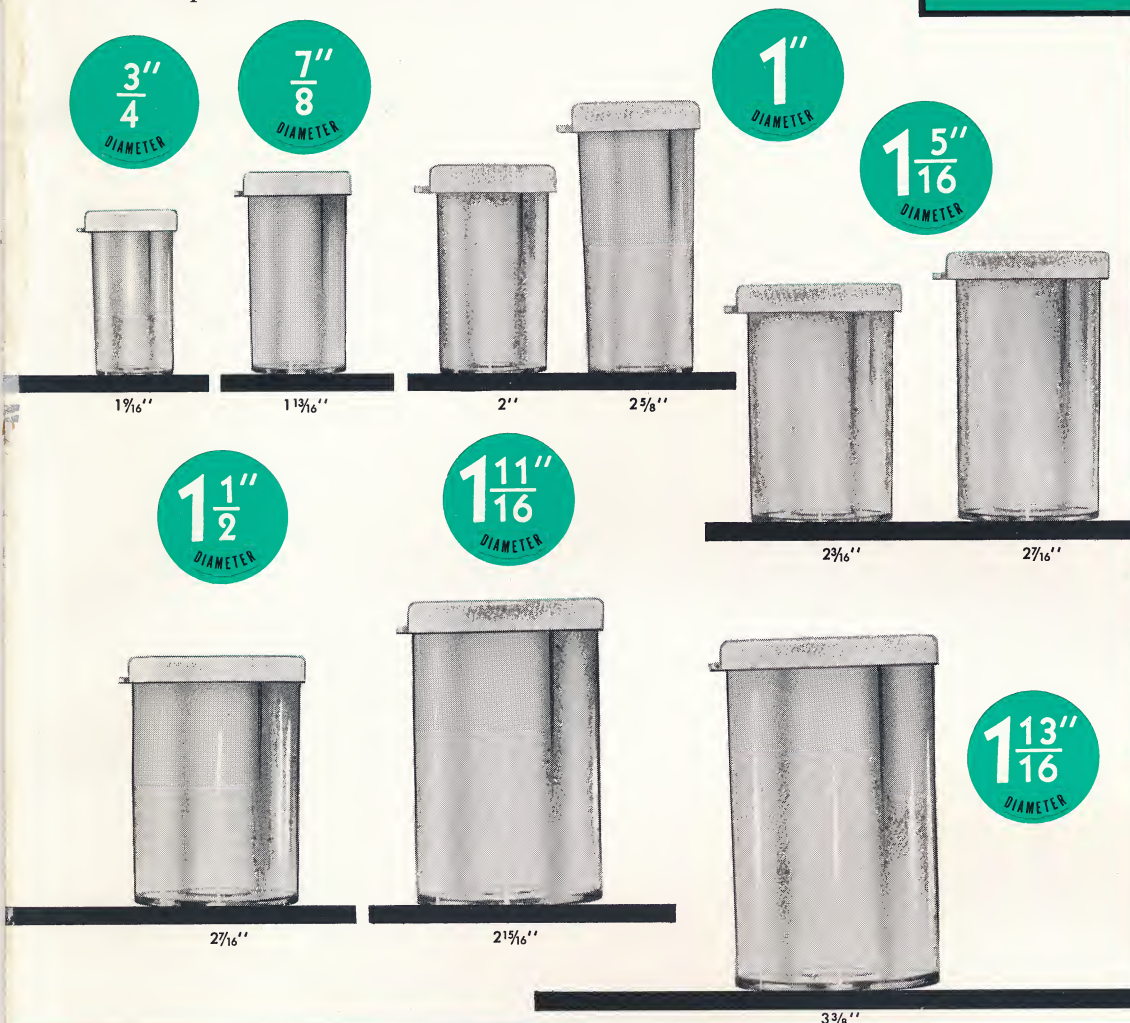
CELLUPLASTICS CONTAINERS SERVE THE ELECTRONICS INDUSTRY FOR:

- memory cores
- silicon rectifiers
- banana pins
- polarizing plugs
- semiconductor parts
- optical assemblies
- resistors
- interval timers
- insulating terminals
- relays

Rigid, clear polystyrene, Celluplastics Vials . . . with beaded finish for polyethylene snap caps . . . are especially designed for high speed, automatic filling. Snap-cap works smoothly, stands up under repeated use. On special order, all beaded finish vials are available in rich colors.

STOCK MOLDED VIALS

BEADED FINISH



Note how beaded finish is accurately molded as integral part of vial . . . combines added strength with positive closing advantages.

Snap caps can be silk-screen imprinted (in one color) with the user's name, trademark or slogan at nominal cost.

CELLUPLASTICS CONTAINERS SERVE THE PHARMACEUTICAL AND COSMETIC INDUSTRY FOR:

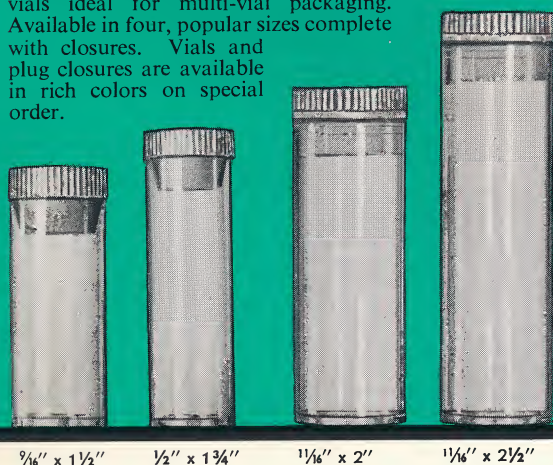
- acetates
- lotions
- propellents
- shampoos
- surfactants
- perfumes and colognes
- alcohols
- deodorants
- hydrocarbons
- special emulsions

STOCK MOLDED VIALS

SPECIALTIES

SHELL VIALS

Packaging costs less with clear, rigid polystyrene, Celluplastics Shell Vials. This all-purpose, stock container is one of the most versatile in the Celluplastics line. Absence of overhang or protrusion on polyethylene plug permits close nesting . . . makes shell vials ideal for multi-vial packaging. Available in four, popular sizes complete with closures. Vials and plug closures are available in rich colors on special order.



$\frac{9}{16}$ " x $1\frac{1}{2}$ "

$\frac{1}{2}$ " x $1\frac{3}{4}$ "

$1\frac{1}{8}$ " x 2"

$1\frac{1}{8}$ " x $2\frac{1}{2}$ "

APOTHECARY VIALS

This classic-styled Celluplastics Container gives added prestige to products, reflects the packager's high standards of excellence. Celluplastics Apothecary Vials are available from stock in choice of clear or white opaque polystyrene. Polyethylene plug closures offered in stock colors of blue or white. Other colors on special order.



$\frac{1}{2}$ oz.

1 oz.

$1\frac{1}{2}$ oz.

STOCK MOLDED JARS

All jars in sizes illustrated are available from stock in:

Clear Polystyrene
White Opaque Linear
Polyethylene
Natural Polypropylene

**CELLUPLASTICS
CONTAINERS
SERVE THE
CHEMICAL
INDUSTRY
FOR:**

- salts
- alkalis
- reagents
- brines
- sealants
- synthetics
- fertilizers
- distilled oils
- laboratory ware
- and many more

Shatter-proof, Celluplastics Squat Jars are ideal for packaging foods, drugs or chemicals. These lightweight, low cost containers reduce packaging and shipping costs. Available from stock in clear polystyrene, natural polypropylene or white opaque, linear polyethylene. On special order, jars are available in a wide range of rich colors.

33



¼ oz. ½ oz. ¾ oz. 7/8 oz.

43



1 oz. 1½ oz.

53



2 oz.

58



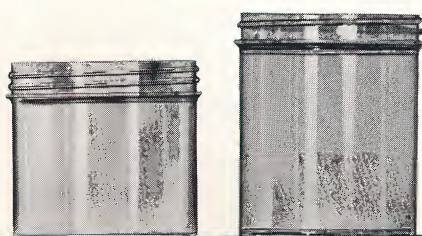
3 oz. 4 oz.

70



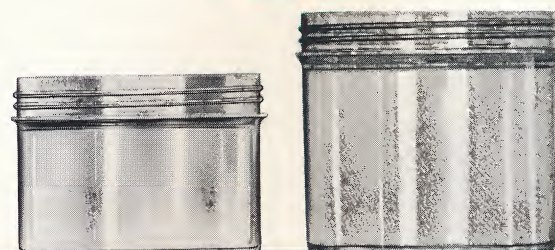
6 oz. 8 oz.

89

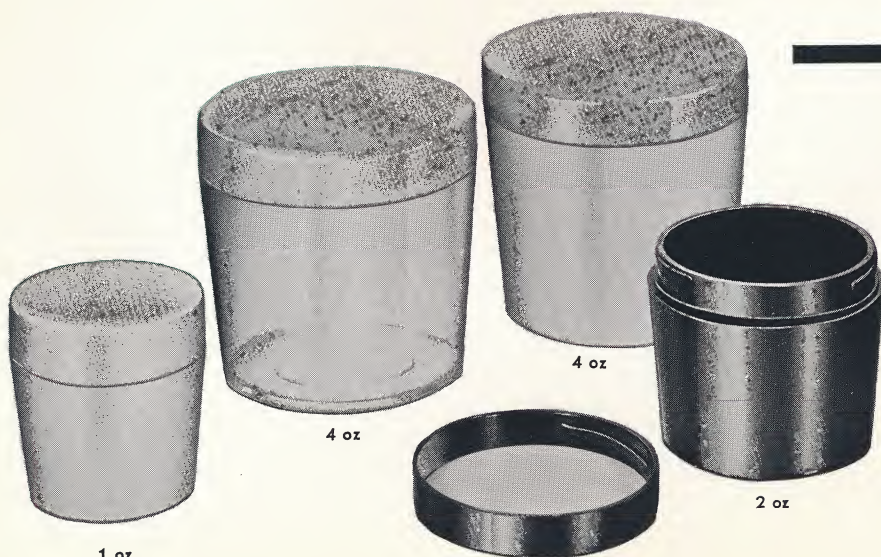


12 oz. 16 oz.

120



24 oz. 32 oz.



COSMETIC JARS

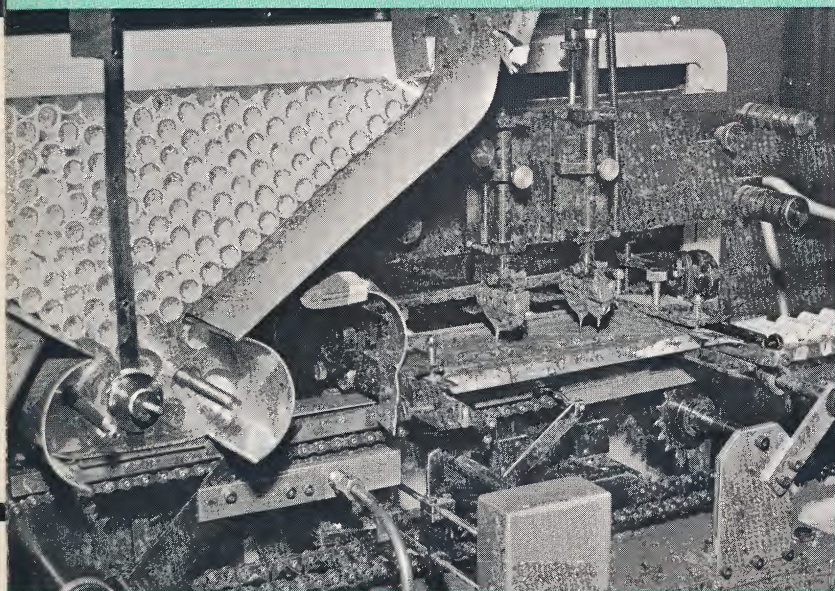
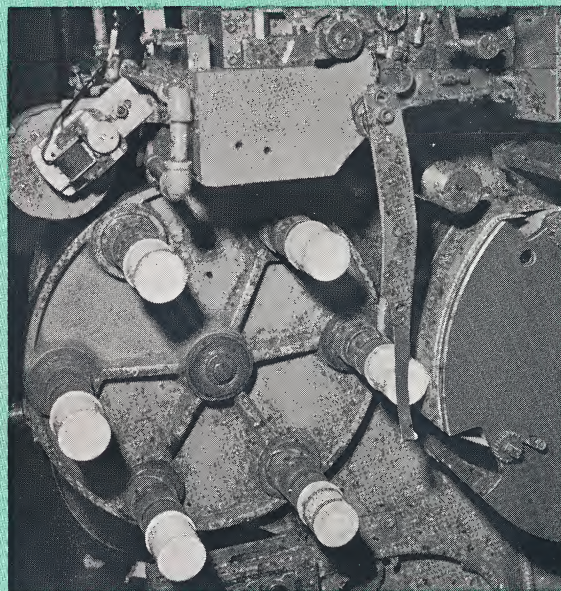
Gracefully-tapered walls of thick polystyrene give traditional appearance of beauty and bulk—without use of double walls or false bottoms . . . yet jars are light weight. Lug style, matching polystyrene caps come with pulp and vinyl liners. White opaque jars available from stock in 1, 2 and 4-ounce capacities. Colors offered in quantities of 5,000 or more. Multi-color imprinting available.

PRINTING AND DECORATING

Sharp, brilliant printing on your Celluplastics Containers can give you a merchandising advantage in your package . . . whether your product battles for impulse sales on crowded shelves or depends upon colorful catalogue or advertising display. Modern offset or silk screen printing by Celluplastics reduces the high cost, delay and inventory headaches of conventional labelling. To assist you in selecting either offset or silk screen printing on your Celluplastics Containers . . . both methods are described on this page.

OFFSET PRINTING

For letter-perfect registration of two, three or four colors on all styles of cylindrical containers, Celluplastics offset printing is inexpensive and fast. Offset printing of your label affords a smoothness and delicacy of design not possible with most printing methods. Send finished artwork, labels, logotypes or trademarks to Celluplastics for design suggestions.



SILK SCREEN PRINTING

For imprinting or decorating cylindrical or irregular shaped containers in one or two colors—where close registration is not mandatory—Celluplastics silk screening is an extremely economical process. Excellent opacity of paints is a special advantage enjoyed with Celluplastics silk screen printing. Reproduces brilliant and luminescent shades in any color with sharp, vivid clarity. Send finished artwork, labels, logotypes or trademarks to Celluplastics for design suggestions.

CONTACT OUR DESIGN SERVICE DEPARTMENT FOR SPECIFIC PRINTING RECOMMENDATIONS.

DECORATING

Correct package decoration frequently means the difference between a sale and no-sale. Let Celluplastics, Inc. increase your product's sales appeal with dynamic, tasteful, effective decorating. Our Design Services Department is always available to help you create and select the design and printing process that will put additional momentum into your merchandising effort.



EXTRUDED FLEXIBLE VIALS

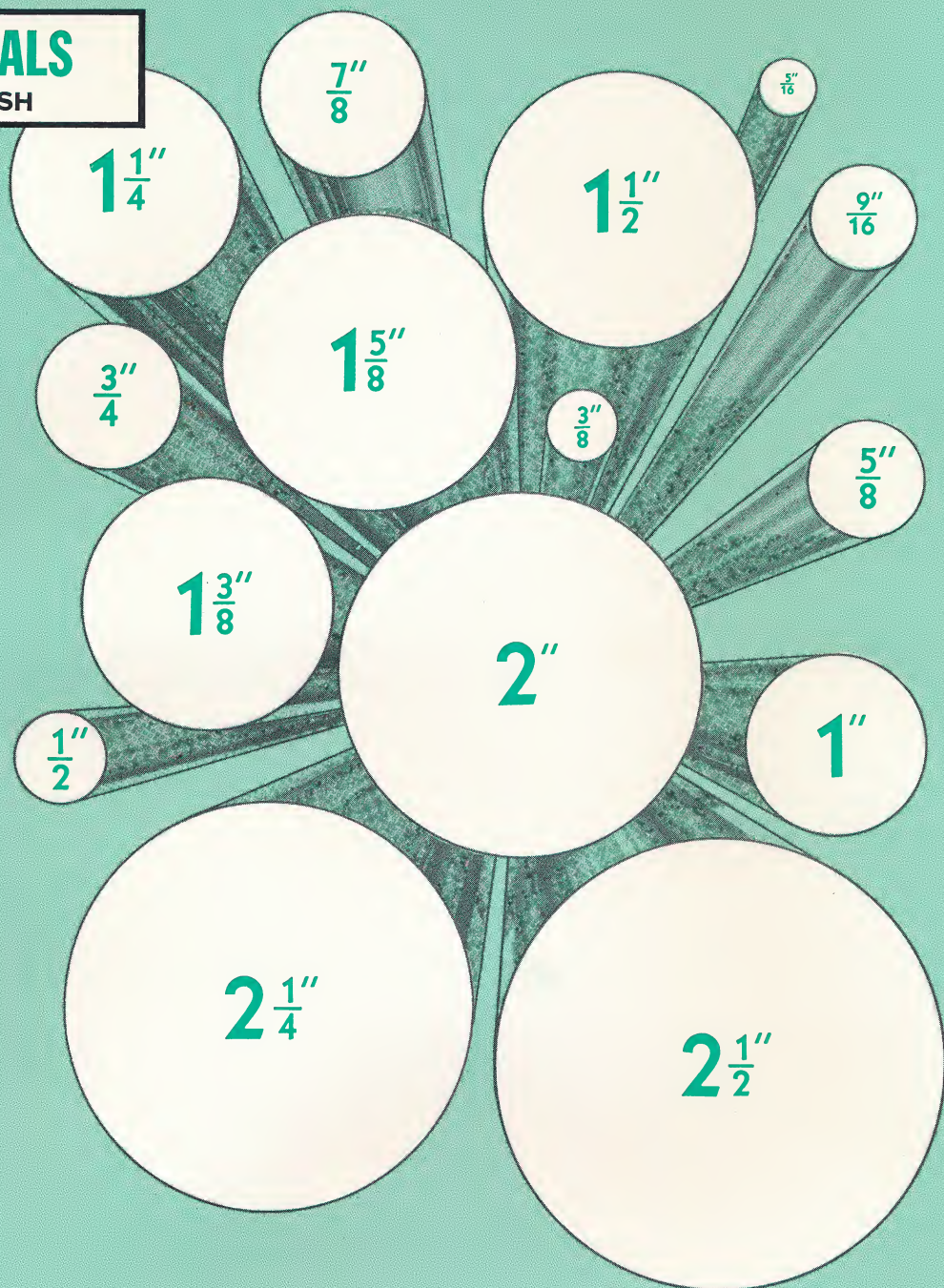
STRAIGHT OR THREADED FINISH

Flexible vials . . . fabricated from extruded cellulosic plastics offer these advantages.

- Can be cut to your exact length requirements.
- No extra tooling charges.
- Will not shatter under pressure.
- Excellent barrier for oils and greases.
- Assures custom-fit container for your product.
- Controls release of easy flowing material when side walls are gently squeezed.



Unlimited lengths.
Extra strong molded
vial bottoms.



DESIGN YOUR OWN PACKAGE FROM ANY OF THESE 15 STANDARD TUBE DIAMETERS

Use the Cellulastics Packaging Selector above for quick, accurate selection of the extruded flexible vial you need for greater packaging economy. If your product has a diameter of $2\frac{1}{2}$ " or less, you can use this fast, easy method for custom-fitting vial selection. You'll get clear, flexible vials with rugged, seamless wall construction plus a wide assortment of closures from which to choose. Containers can be economically, multi-color printed. The following steps show how to determine the right Cellulastics Container for your product.

1

CHECK PRODUCT SIZE

Determine product diameter by placing it in the proper circle above, making sure circle contains product on all sides. Next, measure the exact length or height of your product. Then you simply send us these measurements along with your order or sample requests.

2

SELECT PROPER CLOSURE

Many closures are available for Celluplastics Extruded Flexible Vials. The closure you select will depend upon whether you plan to use a shell or a threaded vial.

If you package an unusually heavy product, you should use a threaded vial with a plastic or metal closure. Otherwise, a slipover or plug-type plastic closure should be used with a shell vial. Choose your closure from the following.



SHELL VIAL



THREADED VIAL



PLASTIC PLUG

Fits snugly inside flexible vials — with minimum overhang. Smooth top can be personalized or coded by silk-screen or hot-stamp process. Available in polypropylene and polyethylene.



PLASTIC SLIPOVER

Tight-gripping plastic slipover caps provide a safe, sure closure without using inside area of vial. Caps available in polypropylene and polyethylene.



PLASTIC OR METAL THREADED

These rugged-duty closures are recommended for use where an exceptionally heavy product is to be packaged. Metal closures available with or without pulp or vinyl liners.



PLASTIC OR METAL FRICTION

Offers same basic closure advantages as plastic slipover caps. Desirable in some situations as decorative addition to the package.



PLASTIC PLUG-CAP

Most positive seal available for a plastic closure. Channel around closure "bites into" wall of vial for tightest fit. Designed to permit stacking. Available in polystyrene.

PLASTIC HANGING CAP

For peg-board or rack displays. Tough polypropylene handle can be flexed without breaking. Can be hot-stamped or silk screened. (See Page 8 for full description.)

3

SEND SPECIFICATIONS TO CELLUPLASTICS

After you have completely sized and specified the closure needed for your package application, send

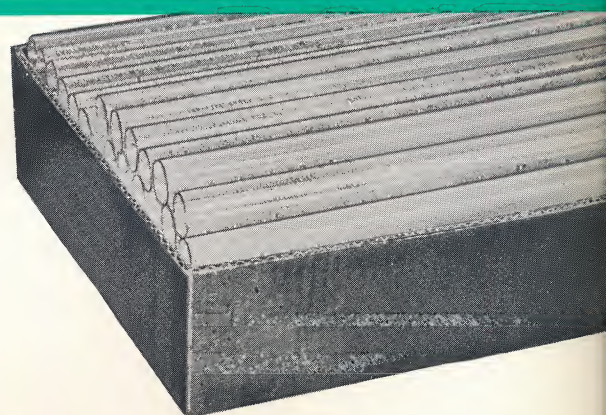
all pertinent information to Celluplastics for a quotation.

STOCK BUTYRATE TUBING

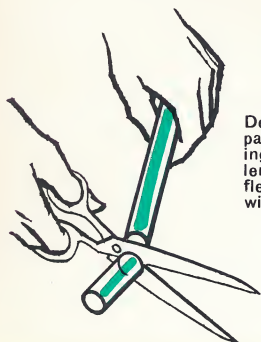
SELF FABRICATING

FOR TRANSPARENT INVENTORY CONTROL, PROTECTIVE PACKAGING FOR SPARE PARTS

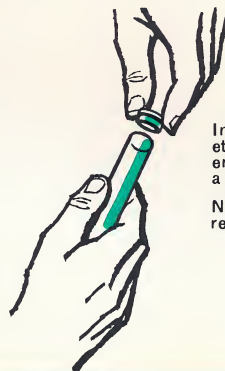
With a carton of clear, flexible butyrate tubing and polypropylene plugs, you can fabricate the package you need in seconds. Celluplastics' self-fabricating tubing is efficient and thrifty—the ideal method for occasional handling, storing and protecting small parts, tools and accessories in small quantities. Diameters of $\frac{5}{16}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{9}{16}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ " and $\frac{7}{8}$ " available in $18\frac{1}{4}$ " lengths. Diameters of 1", $1\frac{1}{8}$ ", $1\frac{3}{8}$ " and 2" offered in $17\frac{1}{2}$ " lengths. Packaged 81 to 675 pieces per carton depending upon diameter.



LOW COST, VERSATILE DO-IT-YOURSELF PACKAGING



Determine depth of package needed by sizing product alongside length of tubing. Cut flexible butyrate tubing with scissors.



Insert one of the polyethylene plugs in one end of container to form a bottom closure.

Now container is ready to fill.



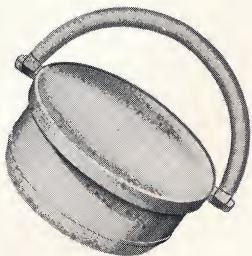
Place product in open end of container. Cap with second plug. Tubing protects against dust, rust or mechanical damage.

STOCK SPECIALTY CONTAINERS

TUBES • SLEEVES • BRUSH CAPS • SPECIAL VIALS

HANGING CLOSURES

Polypropylene Celluloplastics Hanging Closures are ideal for pegboard or rack display. Positive locking of closure skirt to vial allows hanging of heavy products. Handle folds flat for bulk shipment. Stock sizes in red are $\frac{3}{8}$ ", $\frac{1}{2}$ ", $\frac{9}{16}$ ", $\frac{5}{8}$ ", $\frac{3}{4}$ " and $\frac{7}{8}$ " to fit Celluloplastics Flexible Shell Vials. Other colors on special order.



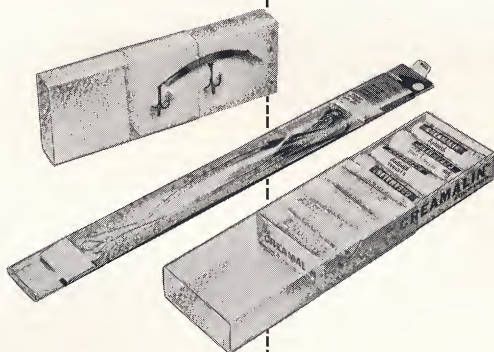
OPEN END TUBES

Extruded Celluloplastics Butyrate Tubes, open at both ends, are available in any length in standard diameters ranging from $\frac{5}{16}$ " to $2\frac{1}{2}$ ". Available in special colors, these tubes can be richly decorated. Complete with vial caps they make an ideal package for opening from either end. TYPICAL USES: pipettes, gauge covers, hose connectors, toy and game parts, insulating sleeves, protective covers, etc.



SLEEVES AND SCABBARDS

Clear, heavy-duty, rectangular Celluloplastics Sleeves and Scabbards are tough and pliable . . . increase sales appeal of products suitable for rectangular packaging. Order in any length, maximum perimeter is 10". Triangular, round, and special shapes also available. TYPICAL USES: for clothing accessories, foods, hardware, fishing lures, physician's samples, etc.



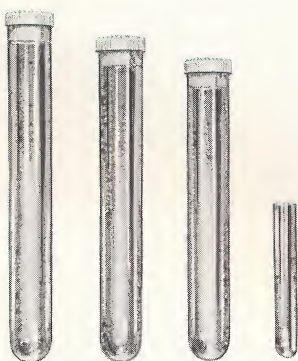
PROTECTIVE BRUSH CAPS

Low-cost Celluloplastics Acetate Brush Caps protect bristles from damage, dirt and contamination. Widely used by cosmetic firms on eye liner brushes. Open end makes snug friction fit on brush handle. Available clear, in four stock diameters and a range of lengths. In decorative colors on special order.



SAFETY VIALS

Unique opening mechanism of this Celluloplastics Safety Vial closure safeguards against children taking harmful medicines, etc. Opening instructions on cap. Closure has won acceptance with pharmacists and physicians. TYPICAL USES: packaging drugs or any physically-harmful materials.



ROUND-BOTTOM VIALS

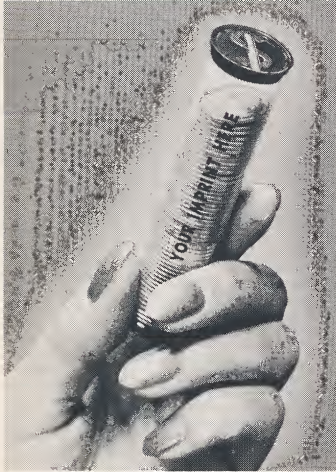
Celluloplastics Clear Round Bottom Vials of chemically-inert polystyrene fill a host of important packaging needs. Available in 12 x 77 mm, 20 x 138 mm, 20 x 148 mm and 19 x 161 mm sizes. Can be supplied in any standard color and multicolor printed. TYPICAL USES: test tubes for chemical testing, assays, swabs, cigars, etc.



TAMPER PROOF VIALS

Outer tear-tab of closure must be torn away to remove inner plug. Customer is assured contents are as originally packaged. Special closures fit vials ranging from $\frac{3}{4}$ " to $1\frac{1}{4}$ " in diameter. Can be custom designed for other sizes and in special colors. TYPICAL USES: for medicines, narcotics, critical electronic parts, jewelry and other valuable merchandise.

STOCK SPECIALTY CONTAINERS



DIME BANK

This low-cost specialty builds traffic fast. Message, trademark and name are accurately reproduced on side. Holds 50 dimes; sealed at both ends. Multicolor imprints available on orders over 20M. TYPICAL USES: for trade shows, conventions, promotions, direct mail, souvenirs.



CLOCK CLOSURES

Colorful timing device tells when to take medication. User's imprint molded in dial free with closure and vial orders of more than 35,000 units. Three stock sizes fit $\frac{3}{4}$ ", 1" and $1\frac{1}{4}$ " diameter molded polystyrene shoulder vials. (See Page 1). Colorful turning insert stocked in green, red or yellow.



OIL DISPENSING TUBE

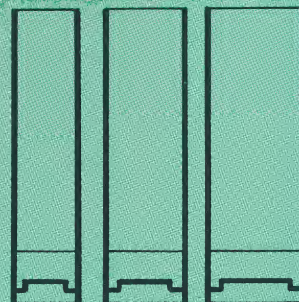
Handy squeeze-type oil dispenser. Strong-wall construction holds up under continued use. Stock tubes in diameters of $\frac{5}{8}$ ", $\frac{3}{4}$ " and 1" in any length are available complete with fitments. Can be multicolor printed. OTHER USES: for paint pigments, grease, graphite, solder flux, etc.



SPECIMEN CONTAINERS

Heat - resistant polystyrene vials with leak-proof metal closures and special liners contain specimens for mailing. Outer fiber board tube gives extra protection . . . makes labelling easy. In 1 and 2-oz. sizes, packed 100 complete units per carton. TYPICAL USES: for blood, urine, organic fluids, ore and soil samples, etc.

STOCK SPECIALTY CONTAINERS



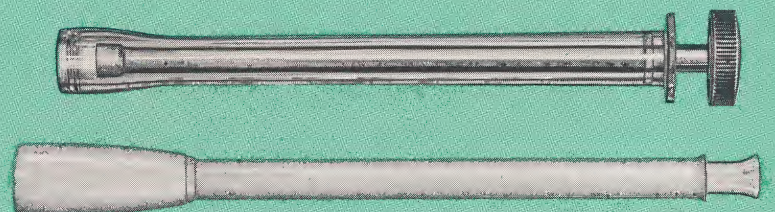
PUSH-UP TUBES

Patented Celluloplastics Push-Up Tubes and Plugs supply the demand for convenience packaging by many consumers. Polypropylene tubes and push-up plugs to fit available in $\frac{1}{16}$ ", $\frac{25}{64}$ ", 1", $1\frac{1}{16}$ ", $1\frac{1}{4}$ " and $1\frac{3}{8}$ " diameters in any length. Tube and plug forms a mold when filling with product. TYPICAL USES: for stick deodorant, butter, cheese, shoe polish, buffing compound, etc.

APPLICATORS

Celluloplastics is the country's leading manufacturer of vaginal applicators for use with creams, jellies or tablets. In addition to many custom-molded applicators, two Celluloplastics Applicators are available from stock. Illustrated at right, these are:

- V-110 For creams or jellies.
- V-111 For tablets.



DESIGN SERVICES

Special design assistance is always available—at no charge or obligation—to help you develop an attractive economical plastic package for your product.

PACKAGE RECOMMENDATIONS

Send us samples, or description of your products. Without obligation, Celluplastics' design and engineering staffs will make specific packaging recommendations.

AVAILABILITY

Fast, on-time deliveries are assured when you put Celluplastics to work for you. Off-the-shelf delivery from the world's largest proprietary line of plastic vials, jars, and specialty containers makes this possible.

CELLUPLASTICS

an important segment of

BROCKWAY VISION IN PACKAGING

The Brockway Glass Organization offers a practical method for controlling your container costs and increasing your packaged product returns. You can capitalize on Brockway's "Vision In Packaging Program" . . . complete container service from one source.

- *Brockway Glass Co., Inc.* The parent company produces a full range of flint or amber glass containers for packaging foods, liquors, beer, beverages, proprietaries, pharmaceuticals and prescription ingredients.
- *Celluplastics, Inc.* This Brockway subsidiary produces a full line of plastic stock vials, jars, and specialty containers.
- *Demuth Glass Division.* This Brockway division produces clear glass vials, tubing for ethical packagers, and glass laboratory ware for tissue culture research.
- *Blown Plastics Division.* Another diversified Brockway division that produces a variety of standard or special blown plastic containers.

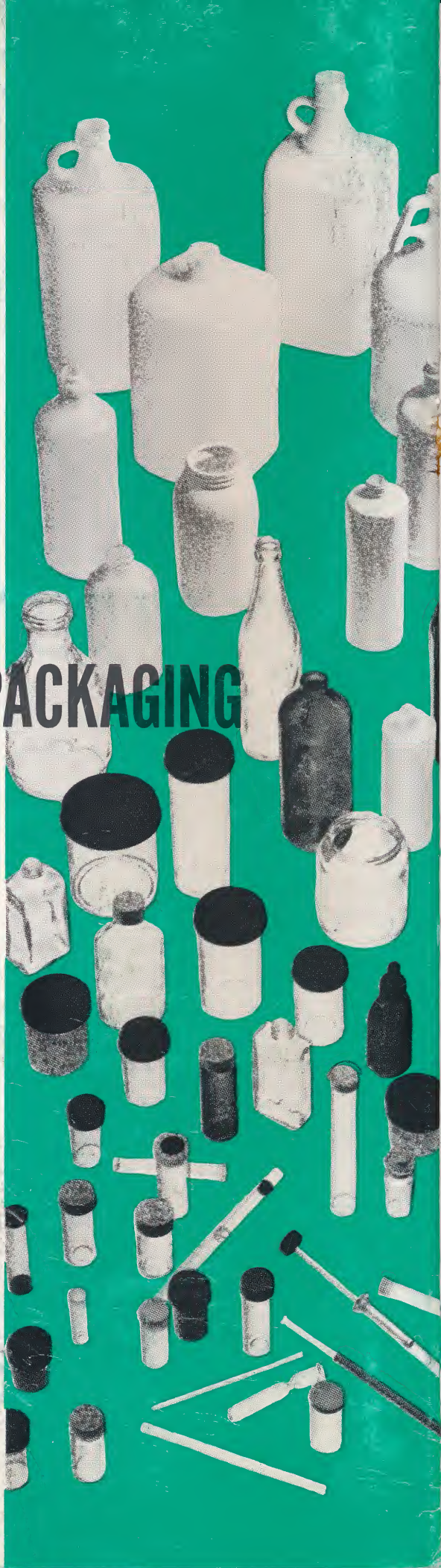
CELLUPLASTICS, INC.

277 Park Ave., New York, N. Y. 10017



A Subsidiary of

BROCKWAY GLASS
COMPANY, INCORPORATED





DETACH HERE

Please send me information on the following packaging applications.

☐ I would like recommendations and samples for these products:

.....

☐ Send specifications and costs for these Celluplastics' containers:

.....

☐ At no obligation, have Packaging Specialist call
to talk over my packaging problems.

Name..... Title.....

Organization.....

Address.....

City..... Zone..... State.....

Postage
Will Be Paid
by
Addressee

BUSINESS REPLY CARD

First Class Permit No. 30754

New York, N. Y.

CELLUPLASTICS, INC.

277 Park Avenue

New York, N. Y. 10017

No Postage Stamp
Necessary
If Mailed in the
United States

**FOR
PACKAGE
RECOMMENDATIONS
OR COST
INFORMATION**

**complete and mail
the attached reply card.**